

IN THIS ISSUE WE BLOCK OUT THE NEW KIDS!

No.
301
March
1991

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17 CLASSIC MAD
MISCHIEF STICKERS!!

64 PAGES OF
UNFORGETTABLE
JUNK!!!



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ISSUE #1

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HATE STICKERS"
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MAD

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—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: RICHARD WILLIAMS BACK COVER WRITER: BOB LIZARRAGA

BACK COVER PHOTO: BLACK MELVIN, INC.

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AL JAFFEE'S "VERY BEST SNAPPY ANSWERS TO STUPID QUESTIONS"
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MUTANT TURTLES?

In MAD #299's "The 9 Real Reasons Why Your Parents Won't Let You Have a Pet," the picture of the turtle is **WRONG!** Turtles don't have teeth! Dumb, dumb, dumb, dumb, dumb, dumb, dumb, dumb, dumb.

Sandy Sansing
Jacksonville, AR

We appreciate your comments about turtles, but why did you end your letter with the theme from *Dragonet*?—Ed.

SIMPSON MINDED

I am writing to complain about MAD #299's "Using the Simpson Look to Update Stale Appearances," which featured the New Kids on the Block. When I saw the picture of them you put in your magazine, I became VERY upset. I'm a VERY big fan of theirs and I don't like the attitude you have about them. It really hurts when I see pictures like yours. I think YOU are the ones with a "Stale Appearance!"

Valerie Davis
Radiant, VA

Valvoline—We kid because we love. So choke on it!—Love, Ed.

MOTLEY DREW



Mort Drucker is still rocking! After drawing an album cover for Anthrax, Heavy Metal Mort was asked to draw the wrapper for Motley Crue's monster single "Don't Go Away Mad (Just Go Away)!" Mort a headbanger? Go figure!

MAD E.S.P. IS DEAD RIGHT

In MAD #295's "Future Sitcoms that Break Fresh Ground," you predicted a TV series based on the "wacky world" of mortuaries. Now, a new FOX series about funeral homes entitled *Good Grief* is on the air. It would seem that once again MAD has served as a readily available psychic for the masses!

Wilson Turner
Whittier, CA

Wilson—We publish humorous articles, and never intend for our suggestions to be taken seriously. Unfortunately, the dimwitted numbskull FOX executives who read our articles didn't seem to realize this. Go know!—Ed.

ENVELOPE OF THE MONTH



Dan Soelberg of Ontario, Canada, sent us his version of what must be the ultimate problem child! Thanks, Dan! You're a real underachiever!

MORON MAIL

The last time you published a letter from me was in December '73 (MAD #163). By now, the thrill (?) has worn thin. How about printing another of my letters? My students would love it and I could use the ego trip!

Jamie Goetz Schamp
Liverpool, NY

Schamp? Weren't you in the Three Stooges? Sure, we'll print your letter, but we have one question: Are you still in touch with Joe Besser?—Ed.

*We're proud to note that this is the second consecutive issue of MAD with a Joe Besser Gag. How long can we keep this streak going?!



Please Address All Correspondence To:
MAD, Dept. 301, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Kristin on her new bookshelves!

First goof in MAD's history: Issue #299's "MAD's Sports Agent of the Year" should have been credited as follows...

Artist: Angelo Torres
Writer: Lou Silverstone



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B. PAID CIRCULATION 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	601,018	555,087
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11. I certify that the statements made by me above are correct and complete.

Sure, this past summer there was a plethora of movies around that were boring, insipid and insultingly far-fetched! But the season's big surprise hit was a pseudo-spiritual, alleged mystery thriller (starring that pseudo-talented, alleged hunk/actor, Patrick Swayze!) about the ghost of a murdered stockbroker and his desperate attempts to save his whiny, maudlin wife whose life was being threatened by the same creep who killed him (WHEW!)! This film was so overblown, syrupy and pretentious, we felt compelled to mock it in our pseudo-satirical, alleged humor magazine! Yep, in our not so humble opinion, this movie was most definitely...

What do you mean?

When he pretended to be macho in *Roadhouse* and *Dirty Dancing* it didn't work because the audience saw through him! But that's a real advantage when you play the role of a ghost!

She likes Sham because of his boy-ish good looks!

And
he
likes
her
for the
same
reason!

Must you
be such
a stiff?!?
Loosen up!

Why do you
say that?



ARTIST: ANGELO TORRES

There's a **mistake** in this account.
It's **short** a million dollars!

Er, er... let me run it
and see what I can find!

No. I changed the access code! I'm the only one who can get the data!

Tell me the code!

Can't, and I'm sorry you asked that.

Why??

Because now the audience has been tipped off to suspect you and the movie's just started! Rule #1 of filmmaking says it's okay to kill me, but to kill the suspense is unforgivable!



GAUCHE



Because rigor mortis isn't supposed to set in until **AFTER** you're dead!

I'm confused about this hereafter stuff! As a ghost I can pass right through solid walls and doors! The idea of it defies logic!

What really defies logic is how you can sit on that stool without falling through it and landing on your rear end!

Lordie, I ain't messin' with no ghosts!

After all the years of struggle to eliminate racial stereotypes. Hollywood is still at it! This film is filled with "Blacks Being Scared By Ghosts" bits that Stepin Fetchit and Willie Best made so hateful in 1930's and '40's movies!



WRITER: STAN HART

Give me your wallet!

You'll have to kill me to get it!

I usually don't do requests, but in your case I'll make an exception!

ANOTHER ONE BITES THE DUST...



BLAM!

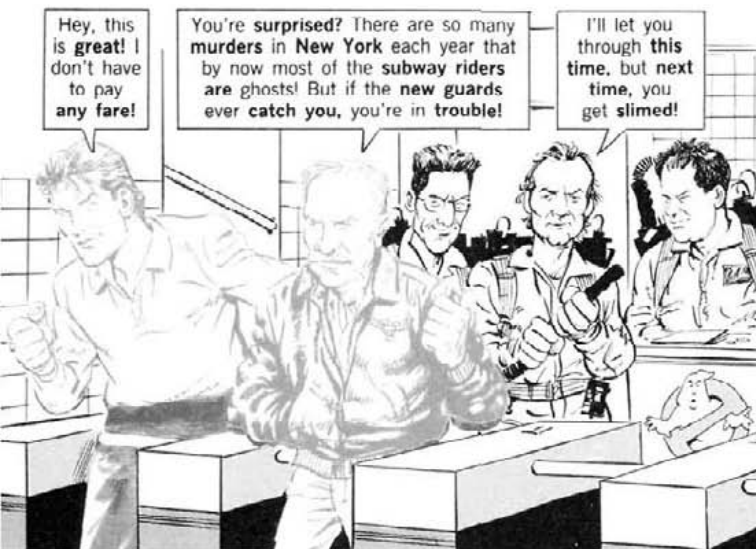
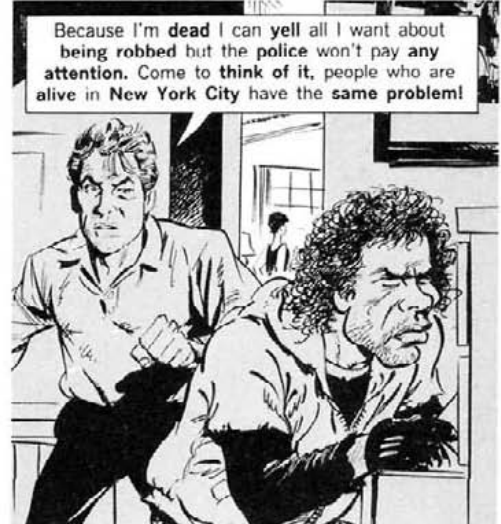
I'm afraid your husband's dead!

How can you tell?

He hasn't moved a muscle in his face in ten minutes and he's stiff as a board!

So?







I want to make love to her just like old times. But she's not even aware that I'm here. Come to think of it, it is just like old times!

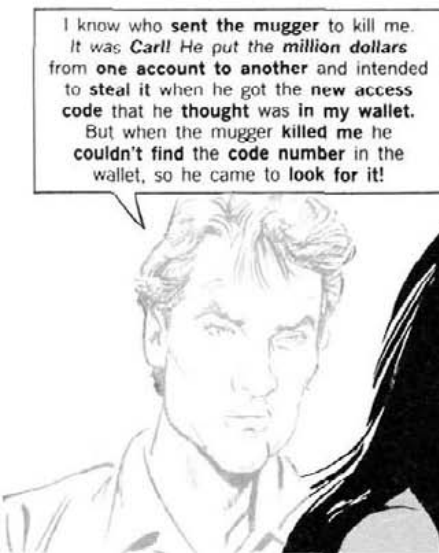


Please Carl, it's too soon after Sham's death for me to think of making love!

You're right. Take five minutes more!

Carl, why are you doing this?

Because I want to hear you scream, "Let's Go Mets!"



I know who sent the mugger to kill me. It was Carl! He put the million dollars from one account to another and intended to steal it when he got the new access code that he thought was in my wallet. But when the mugger killed me he couldn't find the code number in the wallet, so he came to look for it!

That leaves one question: who cares? Besides, there are only four people in this movie and since it wasn't me and it wasn't her and you didn't have yourself bumped off, it had to be Carl!



How can you make things move?

You must concentrate on the object.

Then let's both concentrate on this picture. It stopped moving two reels ago!



Why are you so angry?

Because word of my ability to communicate with the hereafter has gotten around!



These guys are driving me crazy with their damned infield practice!

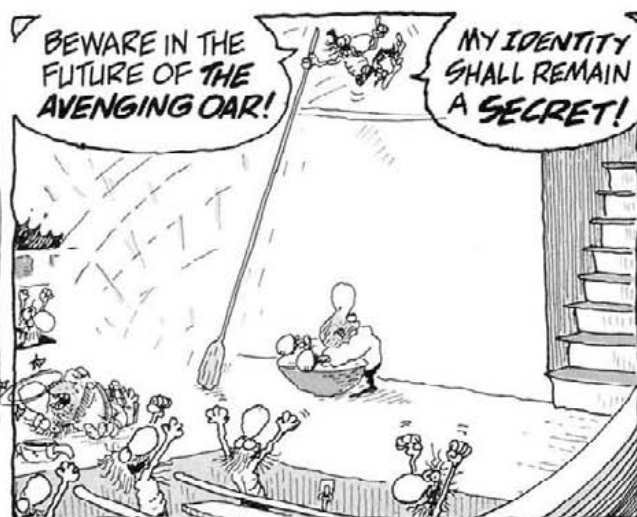
If you build it, he will come!

Say it ain't so, Joe!

Stuff it, kid!



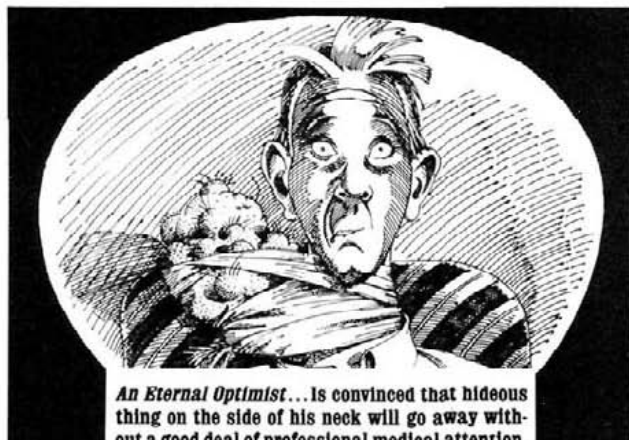
THE SURPRISING SEAFARING SCENARIO



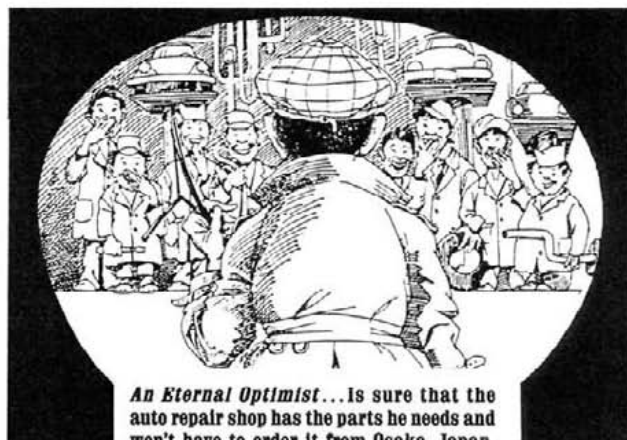
EVERY CLOD HAS A SILVER LINING DEPT.

The Dictionary defines "optimist" as "a person who tends to look on the bright side of things." Now that you know this, you can skip this article and proceed straight to Dave Berg. Don't pass Edwing, don't collect Drucker! But for the rest of you numbskulls out there who never take the few, simple seconds needed to read an introduction to an article, you must suffer through the following 12 ridiculous examples as we try to answer once and for all the question on the lips of all Americans...

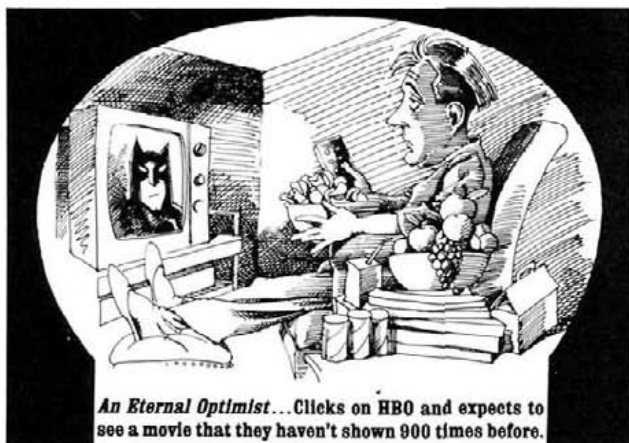
JUST WHAT IS AN ETER



An Eternal Optimist... Is convinced that hideous thing on the side of his neck will go away without a good deal of professional medical attention.



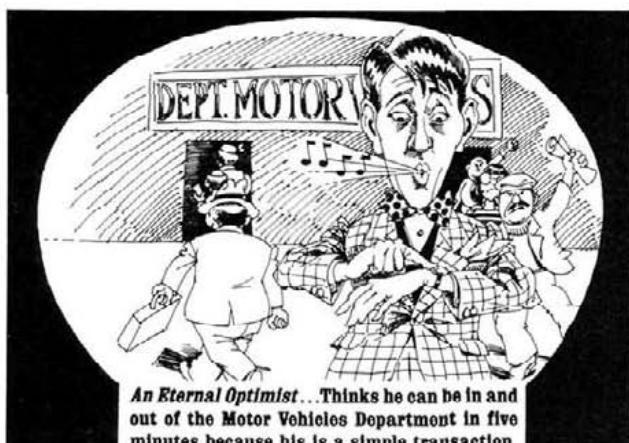
An Eternal Optimist... Is sure that the auto repair shop has the parts he needs and won't have to order it from Osaka, Japan.



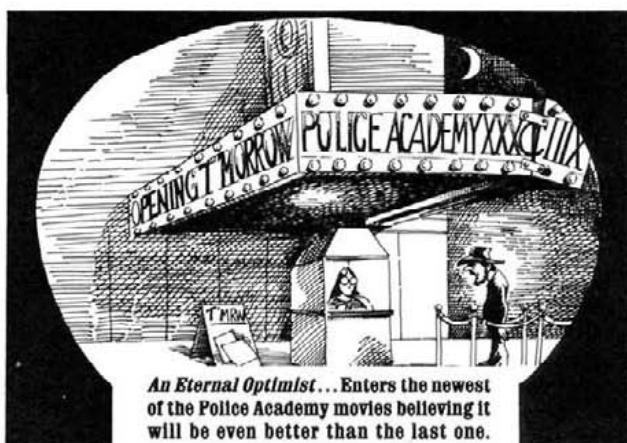
An Eternal Optimist... Clicks on HBO and expects to see a movie that they haven't shown 900 times before.



An Eternal Optimist... Believes Miss America can use her title to promote world peace.



An Eternal Optimist... Thinks he can be in and out of the Motor Vehicles Department in five minutes because his is a simple transaction.

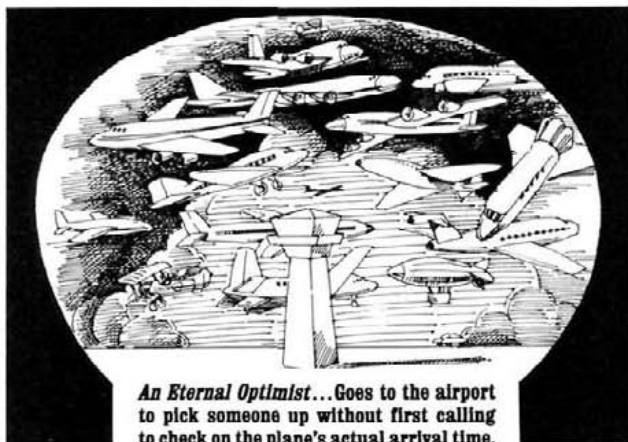


An Eternal Optimist... Enters the newest of the Police Academy movies believing it will be even better than the last one.

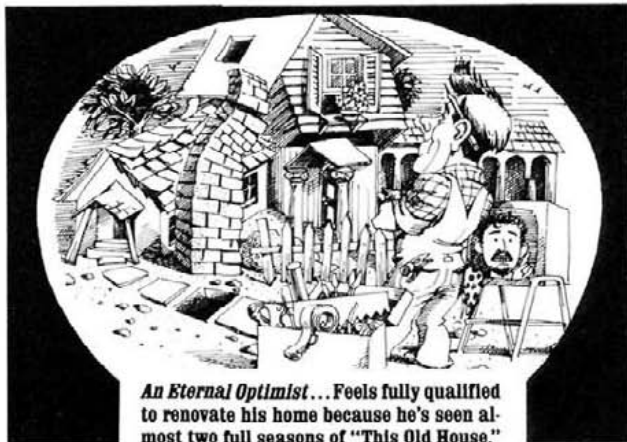


NAL OPTIMIST???

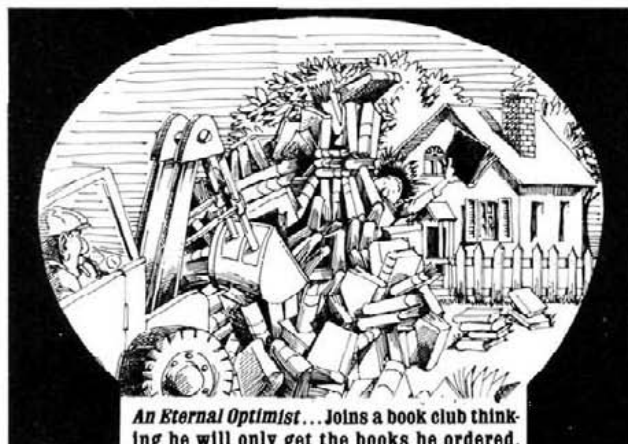
ARTIST: GERRY GERSTEN WRITER: J. PRETE



An Eternal Optimist...Goes to the airport to pick someone up without first calling to check on the plane's actual arrival time.



An Eternal Optimist...Feels fully qualified to renovate his home because he's seen almost two full seasons of "This Old House."



An Eternal Optimist...Joins a book club thinking he will only get the books he ordered.



An Eternal Optimist...Tastes the year-old green stuff in his freezer before throwing it out.



An Eternal Optimist...Continues to make monthly contributions to his IRA despite the fact that he smokes over two packs a day.



An Eternal Optimist...Continues to play his Uncle Beppe's birthday in the lottery, even though he hasn't won a stinking dime with it in 10 years.

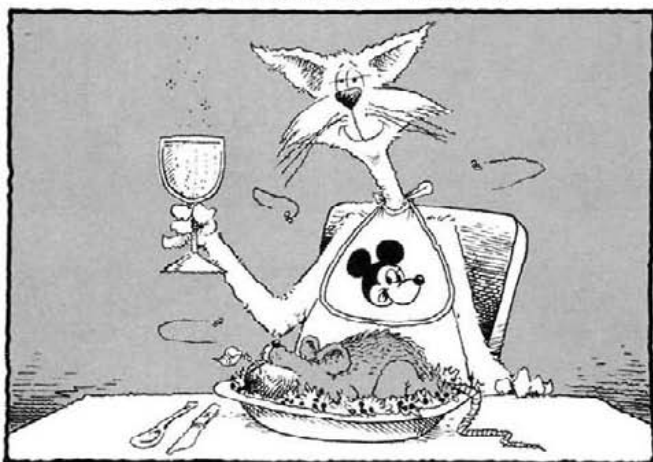
Have you ever seen an idiotic new product, silly fad or stupid custom and then wondered to yourself, "What in the heck were they thinking when they came up with that?" Well, Einstein,



BASIC UNDERLYING PRODUCTS, TRE

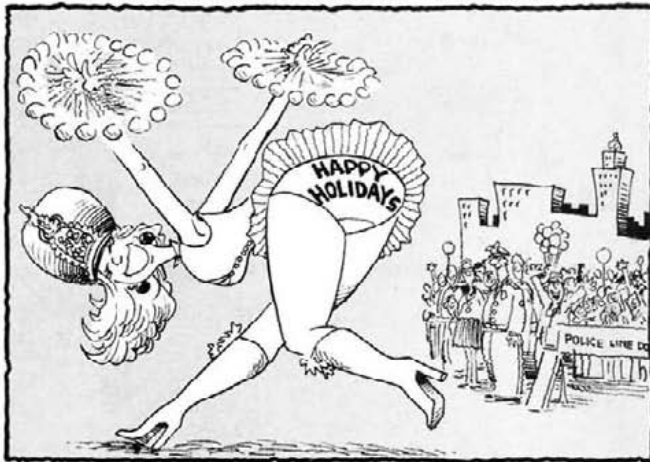
ARTIST: JOHN CALDWELL

THE BASIC UNDERLYING PREMISE OF GOURMET CAT FOOD:



...that cats have developed an appreciation and craving for fine cuisine through eons of wolfing down live insects, birds and rodents!

THE BASIC UNDERLYING PREMISE OF THANKSGIVING DAY PARADES:



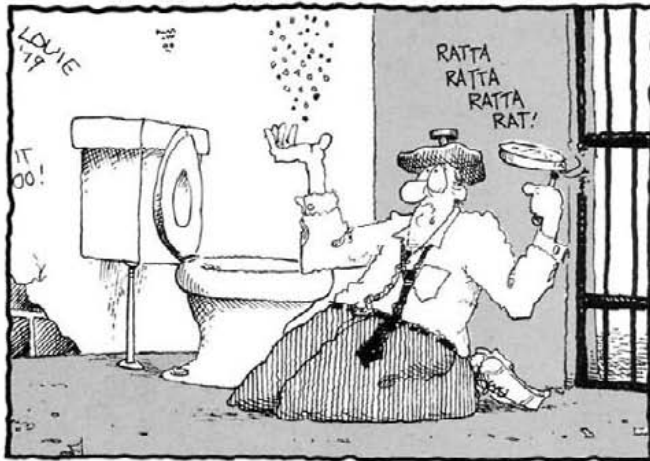
...that the best symbols of heartfelt thanks to God are half-naked Majorettes, "Commercials-on-Wheels" and giant-sized, helium-filled Cartoon Characters!

THE BASIC UNDERLYING PREMISE OF OPPOSING GUN CONTROL:



...that even though 75% of all gun victims are shot by people they know, and not criminals, it's merely a "statistical fluke," year after year after year!

THE BASIC UNDERLYING PREMISE OF NEW YEAR'S EVE PARTIES:



...that a drunk driving arrest, intense vomiting or a head-splitting hangover are just the things to get a brand new year off to a great start!

wonder no more! We deep thinkers at MAD have delved into this profoundly trivial matter and the almost significant results of our ponderances are to be found in this article called...

PREMISES OF VARIOUS ENDS AND IDEAS

WRITER: MIKE SNIDER

THE BASIC UNDERLYING PREMISE OF AMERICAN GLADIATORS:



...that Pro-Wrestling, Tractor Pulls and *Battle of the Network Stars* just aren't satisfying the huge public demand for hokey and contrived pseudo-sports!

THE BASIC UNDERLYING PREMISE OF SCHOOL LIBRARY BOOK BANNING:



...that the novels of J.D. Salinger, John Updike and Norman Mailer are real high on the list of what most teenagers find sexually stimulating!

THE BASIC UNDERLYING PREMISE OF HOME PREGNANCY TESTS:



...that a woman too embarrassed to go to a doctor's office to "find out" would prefer the privacy of the average supermarket!

THE BASIC UNDERLYING PREMISE OF RADIO CALL-IN SHOWS:



...that folks with nothing better to do than sit up all night waiting on a phone line are among the most spellbinding conversationalists around!

THE BASIC UNDERLYING PREMISE OF
DIPLOMATIC IMMUNITY:



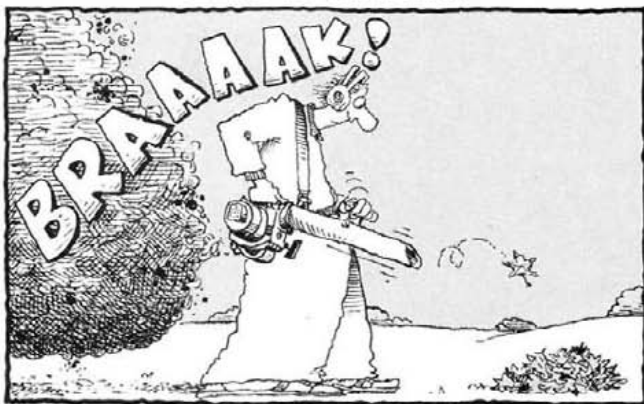
...that countries that start wars, sponsor terrorism and torture and kill their own people can be trusted to send us envoys of only the highest moral character!

THE BASIC UNDERLYING PREMISE OF
MTV'S REMOTE CONTROL:



...that using up thousands of brain cells to store the words to 20-year-old TV Theme Songs is something that ought to be rewarded!

THE BASIC UNDERLYING PREMISE OF
LEAF BLOWERS:



...that extra noise and air pollution is a small price to pay for merely moving leaves a few feet before having to pick them all up by hand anyway!

THE BASIC UNDERLYING PREMISE OF
NON-ALCOHOLIC BEER:



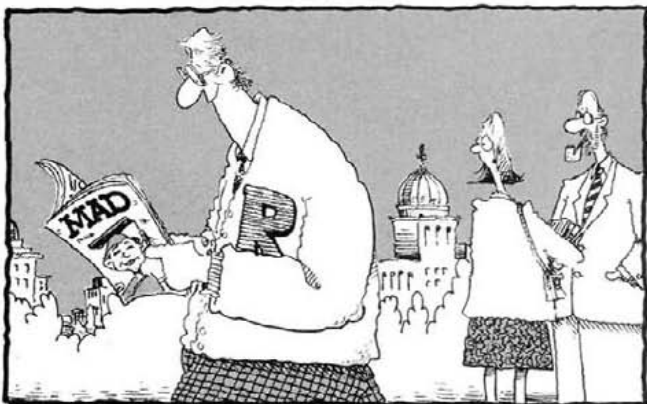
...that getting plastered is an inconvenience that people have put up with for centuries in order to savor the taste of beer!

THE BASIC UNDERLYING PREMISE OF
"BUY AMERICAN" CAMPAIGNS:



...that the way to strengthen our economy is to buy the merchandise of U.S. companies who can't sell their inferior, overpriced goods except by appealing to patriotism!

THE BASIC UNDERLYING PREMISE OF
MAD MAGAZINE:



...that the shrinking number of Americans who are literate will waste their precious time on material that's not worth reading anyway!

When you want to read about the New Kids on the Block, you probably turn to teenybopper magazines like *Superteen*, *Tigerbeat*, *Bop*, *16* and the *National Review*! Yet it was *MAD*'s coverage of the New Kids that won this year's coveted VEEKO award! That's because we give you more! Those other mags can only tell you about current NKOTB albums, but not us! We wanted to tell you about New Kids albums that haven't even been recorded yet! So, we consulted astrologers, Tarot Card readers, palmists and Martha Quinn's tea leaves! They couldn't help us at all, so we're making this up! Here's our look into the future called...

NEW KIDS ALBUMS OF THE 21st CENTURY

ARTIST: GREG THEAKSTON

WRITERS: JOE RAIOLA AND CHARLIE KADAU



2000: NEW KIDS ON THE REEBOK

After more than a decade of licensing their name and image to merchandise everything from T-shirts and posters to cola and hamburgers to rug shampoo and flea collars, the new "thirtysomething" NKOTB take the schlock rock/advertising connection to new lows. In their first album of the new century, virtually every song is a shameless pitch for a commercial product. The title track is an ad for running shoes, while other songs are about beer (Please Don't Go St. Paulie Girl), Stovetop Brand (You Got It [The Right Stuffing]) and watches (Timex Is On Our Side). The only tune not pushing a product is Jordan's tender recounting of the breakup of his three-year marriage to Tiffany, Let's Not Try It Again.

2006: 10 LIPS TO LOVE YOU —ORIGINAL SOUNDTRACK

In an attempt to bounce back after the pitiful sales of their last album, the "drab five" (as they are now known) poured every last penny of the millions they made in the 90's into an illfated movie. The film's insipid plot cast the quintet as an unlikely band of crime fighters: Joe as a lovestruck jockey, Danny as the ghost of a ballet dancer, Jon as an unemployed circus geek, Jordan as a schoolyard cracker dealer and Donnie as the disturbed meat packer. Since the Kid's characters donned giant shells and lived in the sewer, a copyright infringement suit from the creators of the Teenage Mutant Ninja Turtles resulted in all prints of *10 Lips To Love You* being destroyed before it was released. The CD contains a bonus track, Jon's bitter recounting of the breakup of his one-year marriage to Tiffany, I'll Be Leaving You (Forever).





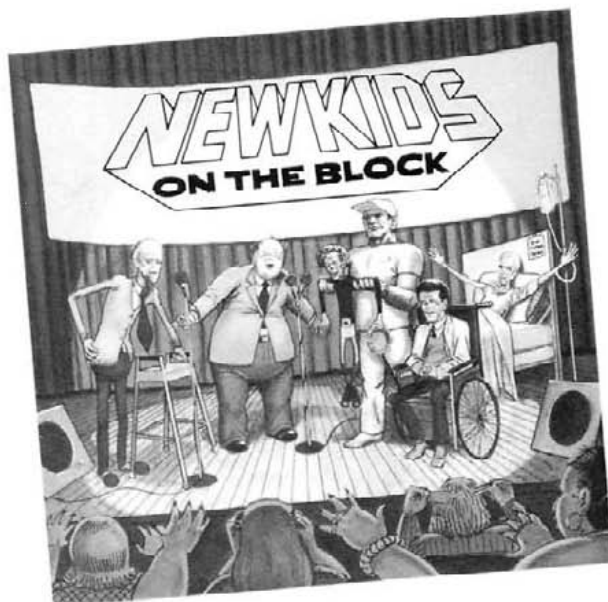
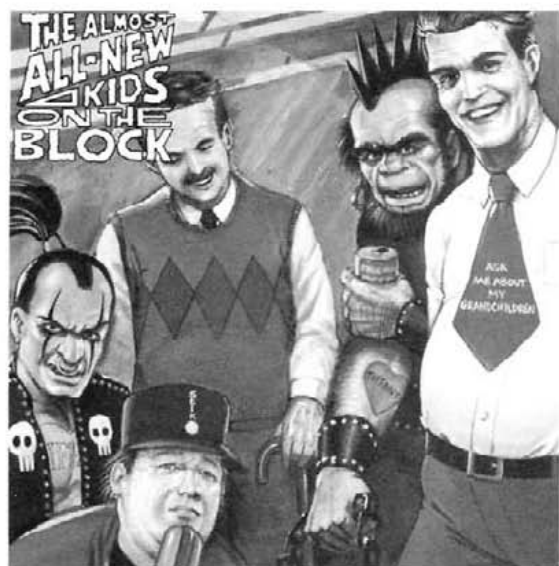
2014: NEW MEN ON THE BLOCK

Middle-aged and pot-bellied, the group determines their overwhelming lack of popularity is because they are still calling themselves "kids" (which they had continued to do because two members had not yet gone through puberty). In a desperation move to get back on top by attracting an older audience, the newly re-named NMOTB release this more mature collection of songs including *Be My Nurse*, *My Favorite Pill* and *Never Gonna Fall In The Tub Again*. The album ends with a 20-minute acappella/rap tirade which is Danny's vindictive recounting of the breakup of his eight-month marriage to Tiffany, *Didn't I (Blow Your Savings)*.



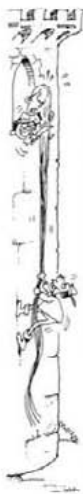
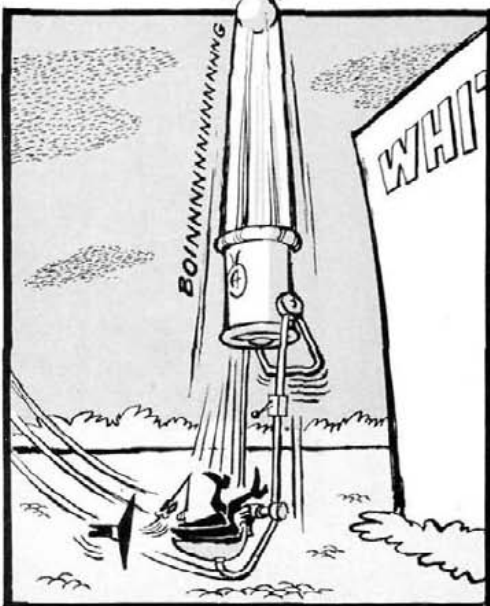
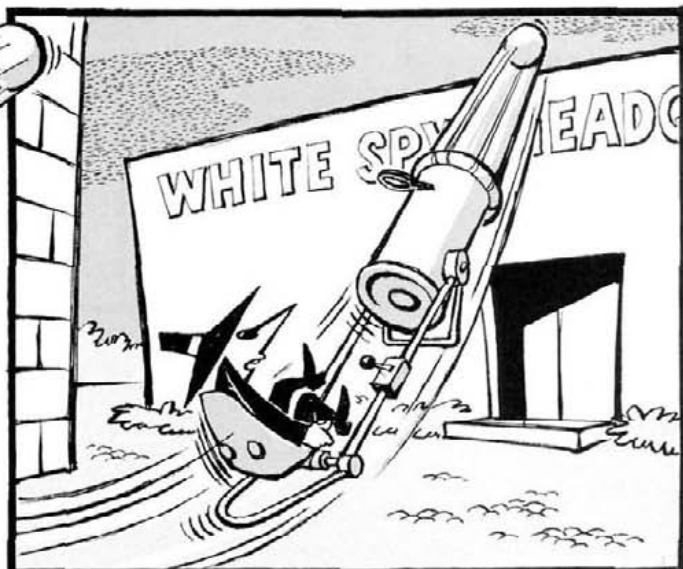
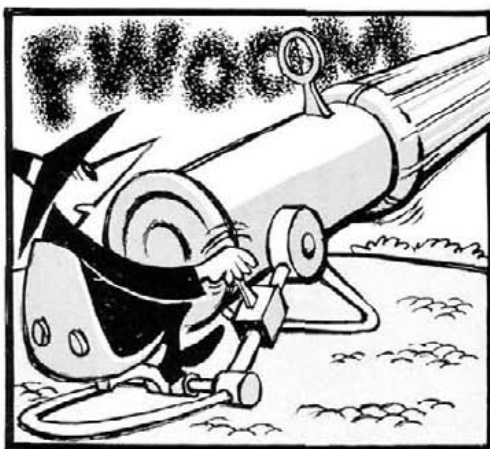
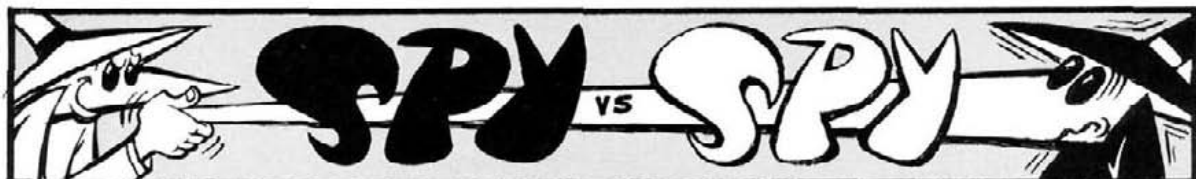
2020: THE ALMOST ALL-NEW KIDS ON THE BLOCK

By 2017, *New Men on the Block* had sold only 650 copies. Danny and Jon unexpectedly left the group, claiming they could make substantially more money working for the U.S. Postal Service. Now fearful that audiences would never accept them as mature adults, the remaining "Men" embarked on an ambitious three-year campaign to recapture their NKOTB image of 1990. Liposuction, hair weaves, dental bonding and face-lifts give them the artificial, youthful appearance they crave, while the additions of Axl Rose's grandsons (Chink and Weasel) give them a new, although still unpleasant, sound. They do score a minor triumph, however, when a single from the album, Joe's vicious recounting of his five-and-a-half-month marriage to Tiffany, *This One's For The Lawyers*, peaks at #107 on the charts.



2039: THE NEW KIDS ON THE BLOCK REUNION ALBUM

The 30's brought on a wave of nostalgia for anything connected with the 1990's. Old-fashioned and antiquated things like compact discs, computers and two-dimensional televisions became valuable collectibles. And there was nothing more old-fashioned and antiquated than the New Kids On The Block, whose music was rediscovered by their millions of devoted teenaged female fans, who were now mostly fat, dumpy housewives. In the spirit of their late manager Maurice Starr, the fellows sensed a quick huck could be made. Danny and Jordan rejoin the group and they go back to what they do best: lip-synching to music and not playing instruments. The album, which spends a year at #1, is a collection of remakes from *Step By Step* and *Hangin' Tough*, except for one tune: Donnie's tender recounting of his two-week marriage to Tiffany, *You Miserable Lying Slut (How I Detest You)*.



THE LAW


 DANGER
QUICK
SAND

Miss, I'm afraid I have to give you a ticket!

Just a moment, Officer!

My father, Judge Randolph, would like to speak to you!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

ART

I thought the government was cracking down on people like you and your obscene art! This painting is an absolute disgrace!

But, sir, I'm only an abstract painter! There's nothing even remotely representational in any of my work!

You can't hide behind all your artsy definitions and phrases, fella! I can see all sorts of weird and kinky sex in this stuff!

There's no doubt about it! Young man, you have a filthy mind!

UNTITLED
16 X 20
OIL ON CANVAS



MODERN SPORTS

Good morning! We have Tommy Lydecker here with us today on Scott Moger's Sports Extra! Tommy, the number "One" has always been significant in your college playing career! You wore it on your jersey, you were the first player chosen in the college draft, and you played for the number one team in the country!

Yes, that's right, Scott! And now that I've become a professional, it has even more meaning for me than ever before!

Don't forget, Tommy, you're not the only player who wants to be number one in the league!

They can have it! I just want to be number one in TV endorsement commercials!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

KNOWLEDGE

That was the easiest writing assignment Miss Conrad ever gave us!

How could you finish so fast? Are you sure you did it right?

Yep! I did exactly as she told us to do...

...write only what we know about!



CARS



INTROSPECTION



GUN CONTROL



CELEBRATIONS



LIFESTYLES



THE MALL



ECOLOGY



THE OFFICE



LOGIC



DOCTORS



THE RECEPTIONIST'S REVOLTING RESOLUTION



THE HYMN OF THE

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

Our eyes have seen the sorrow of a nation gone to pot,
Where the loonies carry handguns and the passersby get shot,
Where the farms are going under and the cities burn and rot—
The Glory Days are gone!

Lordy, Lordy, how'd we do...it?
Now...we have to suffer through...it!
Had...our chance but really blew...it!
The Glory Days are gone!

We've a budget we can't balance, though we once were in the chips;
We've been overspending billions for outmoded planes and ships;
If you haven't figured out who'll foot the bill, just read our lips—
The debt keeps piling on!

Kindly, gently, how they stroke...us
With...their fiscal hocus-pocus!
All...the time they're out to soak...us!
The debt keeps piling on!

We have seen the big polluters fill our waterways with swill;
We have smelled the fishes dying from the latest tanker spill;
If the oil doesn't kill them, then the garbage surely will—
The crud keeps flowing on!

Pity, pity, our poor na-tion!
Who...can stop the devasta-tion?
May-be Bo knows conserva-tion!
The crud keeps flowing on!

We get smacked by soaring prices when we gas up at the pumps;
We have seen the reckless loggers turn our forests into stumps;
Now we're bailing out the S&Ls who've played us all for chumps—
The greed goes marching on!

Surely, surely, trouble's brewing
From...the damage that they're do-ing!
We're...the ones who get the screw-ing!
The greed goes marching on!

We have heard those scuzzy rappers spouting sleaze for easy cash;
We're turned off by TV sitcoms spewing out their mindless trash;
All which makes us very thankful for old episodes of "M*A*S*H"—
The drek keeps coming on!

Cowabunga! how we're hat-ing
What...they'll do to get a rat-ing!
Like...a whale regurgitat-ing!
The drek keeps coming on!

In the alleys of our cities where the poor and homeless dwell,
You can see the victims dying from the crack that pushers sell,
While the bankers launder money for the Medellin cartel—
The crime keeps marching on!

Spurting, gushing, blood is flow-ing,
While...the murder rate is grow-ing!
Down...the tubes we're surely go-ing!
The Glory Days are gone!



BATTERED REPUBLIC



GETTING YOUR FOULS IN AN UPROAR DEPT.

Look through the official rule book for any major sport and you'll find more penalties than you ever hear about as a casual fan! To supplement your sports knowledge (dare we say, to give you athletic support??), we've compiled this modest collection of...



LITTLE-KNOWN SPORTS



"Resumption of Play before the Network Returns from a Commercial"



"Failure to 'Grandstand' by Player with a Million-Dollar Sneaker Endorsement Deal"



"Unseemly Display of Good Taste in Clothing Worn by Professional Golfer"

(AND RARELY CALLED) INFRACTIONS



"Break-up of Bench-Clearing Brawl before Enough Highlight Film Has Been Shot for News at 11"



"Incomplete Sponsor-Decal Coverage on Car in a Nationally Televised Race"



"Failure to Dive into Press Table for Ball During a College Game with Pro Scouts in Attendance"



"Failure by a Team with One Hit to Accuse Opposing Pitcher of Doctoring the Ball"



"Failure to Throw a Tantrum after Flagrant Pass Interference Call"

Did you ever notice that a three-step ladder has a big label on it warning you not to use the top two steps? And that light fixture instructions tell you what wattage to use "to reduce risk of fire"? Why all this over-cautiousness?

WARNING LABELS

Designed to Head Off

ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

ROAD CHIEF SUPER BIKE

WARNING: Do not ride this bicycle on highways, streets, roads, sidewalks or any other surfaces not recommended by manufacturer.

Protective gloves, footgear, helmet, goggles and body padding **must be worn** by rider as well as anyone standing in the vicinity of this bicycle.

Attempting to balance yourself on two wheels can result in physical injury.

Manufacturer assumes no responsibility for consequences if bicycle is ridden at speeds in excess of one (1) mile per hour.



STICKY STUFF GLUE®

DO NOT use Sticky Stuff Glue® on Plastic, Wood, Paper, Fabric or any other materials not expressly covered by our warranty.

Once tube is open, DO NOT inhale or exhale within a two-mile radius of this product.

Store unused portion at Room Temperature, but UNDER NO CIRCUMSTANCE should it be stored indoors.

Any and all leftover glue **MUST BE DISPOSED** OF using Federally Approved Guidelines for explosives and other hazardous toxic materials.

HI-GENE—the sanitary straw SAFETY GUIDELINES

1. Removal of paper wrapper will result in contamination of straw due to atmospheric bacteria, voiding any and all sanitary claims made by manufacturer.
2. Placement of straw in hot, cold or warm liquids will severely shorten the life expectancy of this product.
3. Do not place either end of straw in mouth or gagging may occur.
4. For maximum protection against germs and possible infection, manufacturer recommends discarding straw after each sip and using a new one.



Simple! In an attempt to limit their liability from lawsuits, manufacturers are putting more and more warnings on their products. How far will this warning trend go? Probably to new heights of stupidity! You'll see as we now look at...

OF THE **FUTURE**

Potential Lawsuits

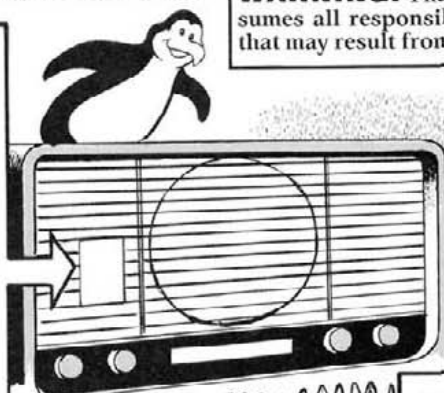
WARNING: The purchaser of this magazine assumes all responsibility for any loss of braincells that may result from reading this article.

SNOWMAN

Air Conditioner

FOR SAFE OPERATION OF YOUR SNOWMAN AIR CONDITIONER, FOLLOW THESE SAFETY RULES CAREFULLY!

- Shut off main power source to your entire block before plugging unit into a properly-wired electrical outlet.
- Do not place this unit on a window sill without first supporting sill with cast iron I-beams.
- Under no circumstance should this unit be used in areas of high humidity or extreme heat.
- Touching or adjusting knobs while unit is running is not recommended. To adjust Temperature Setting from low to medium or medium to high cool, shut off unit, adjust setting and wait six hours before restarting.



THE BIG HIT HAMMER

READ BEFORE USING

DO NOT use your Big Hit Hammer to strike any object other than household nails appearing on our approved list of authorized household nails.

BE SURE to allow hammer to cool off between strikes.

FOR SAFEST RESULTS, use your Big Hit hammer only under the strict supervision of a Professionally Licensed Carpenter.



LITTLE INDIAN TOY BOW & ARROW SET

WARNING! THIS TOY IS NOT A TOY! **WARNING!**

- Do not view or open this package unless in the presence of an adult American Indian.
- Keep arrows in a secure place, far away from bow.
- Keep bow in a secure place, far away from arrows.
- Under no circumstance should this bow be used to shoot arrows at any person, animal, object or target!



Mankind likes to set goals for itself. This century, the biggies were things like running a "4 Minute Mile"...

Building the first "100 story skyscraper"...

THE NEW BENCHMARKS THAT MANKIND IS RAPID

THE 1,000-MILE
OIL SPILL

THE 60-DIGIT
LONG-DISTANCE PHONE NUMBER

THE 100-YEAR-OLD
PRIME TIME SOAP STAR

THE 200-DECIBEL
STAND-UP COMEDIAN

And flying a "faster-than-the-speed-of-sound" jet aircraft.

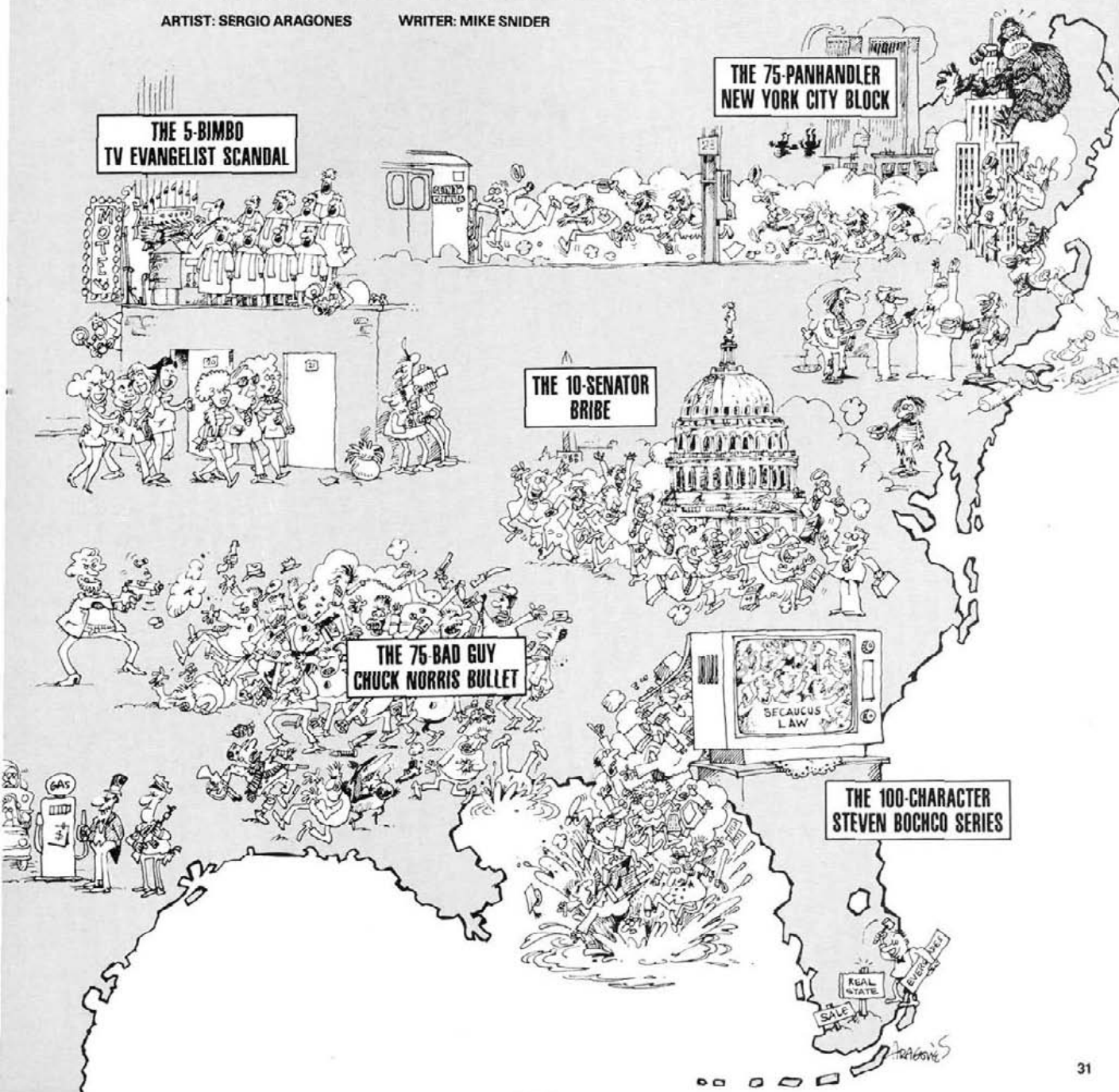


Well, we've already done all that! But fear not! We Homo Sapiens are always reaching for new heights (or depths!), as you'll see from this progress report on...

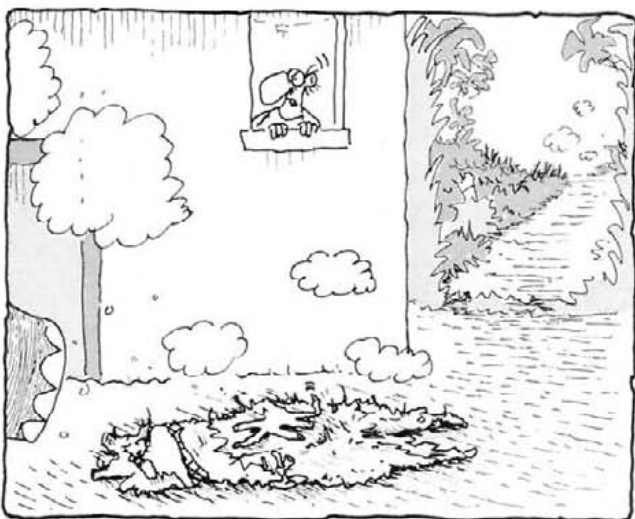
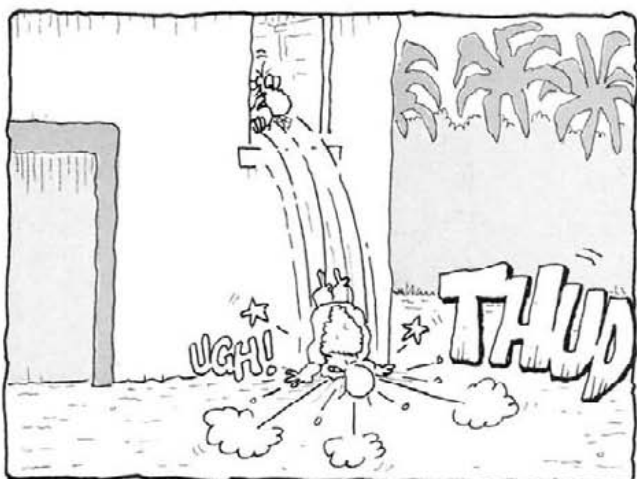
RECORDS AND BARRIERS LY APPROACHING PART I

ARTIST: SERGIO ARAGONES

WRITER: MIKE SNIDER



THE BLOODCURDLING BLUE-CROSS BROUHAHA



The .5 of you who actually read intros to MAD articles already know (from MAD #284) what demographics are. But for the other 99.5% (who aren't reading this anyway, which makes it a complete waste of time!), demographics are the statistical breakdown of a TV audience by age, sex, income, hat size, etc. Networks use this information to attract advertisers, which makes sense, except for one thing: Most ordinary demographics are useless! Sure, they tell you who's watching a given show but they don't tell you the reason why! That's where we come in with another installment of...

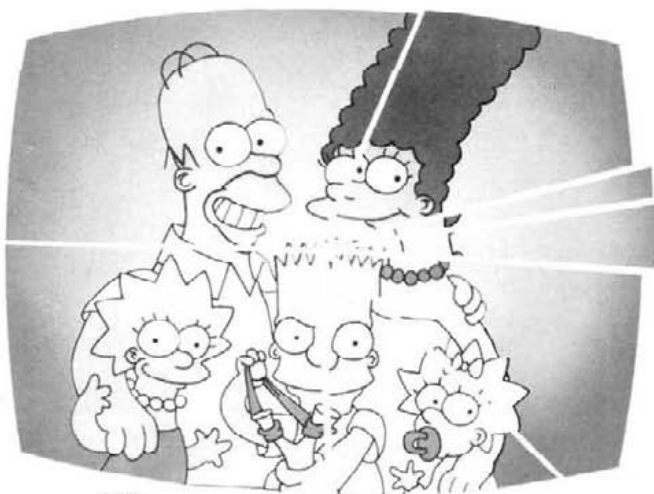
THE REAL DEMOGRAPHICS OF VARIOUS TV AUDIENCES

ARTIST: BOB CLARKE

VOLUME II

WRITER: MIKE SNIDER

THE TYPICAL *THE SIMPSONS* AUDIENCE



31%

Schlumpy real-life Dads who make Homer look 3-dimensional

26%

Real-life nuke technicians who make Homer look brilliant

13%

Folks who found *The Jetsons* and *The Flintstones* too sophisticated

3%

Disney animators wondering why they spent all those years working so hard

12%

Toy and doll makers who missed the "ALF Bandwagon," not about to be caught napping again

14%

Kids about to be seriously injured when they try to give themselves a haircut like Bart's

1%

FOX Executives peeing their pants over finally having a hit

THE TYPICAL *ROSEANNE* AUDIENCE



18%

Obese truckstop waitresses working busily on stand-up comedy material

31%

Writers, directors and producers fired by Ms. Barr

12%

Far-sighted *Growing Pains* viewers wondering how the Seavers could "let themselves go" like this

7%

Women turned on by big men in jeans, hoping to see some rear cleavage

5%

Fans of little DJ, waiting for his second line this season

23%

K-Mart clothing shoppers who want to "browse at home" first

4%

Gagwriters trying to overcome "fat-joke writer's block"



THE TYPICAL NIGHTLINE AUDIENCE

27%
Men with really, really bad haircuts who don't feel so bad anymore

3%
Well-informed pimps and prostitutes, on their break

8%
Lazy high school students hoping to absorb enough to pass the Current Events quiz tomorrow



6%
Nearsighted old folks who don't remember Howdy Doody being so "up" on the issues of the day

10%
"Weak Carson monologue" refugees

23%
Wives claiming to be "news junkies" until their husbands fall asleep

23%
Husbands claiming to be "news junkies" until their wives fall asleep



16%
Sticklers for accuracy who found *The Gong Show's* judging too unscientific

35%
High school prom organizers looking for entertainment they can book dirt cheap



THE TYPICAL THE WONDER YEARS AUDIENCE

52%
Children of the "children of the 60's," trying to see what made their parents so screwy

34%
Burned-out 60's acid heads who think they're watching a contemporary sitcom



6%
Vietnam vets, now wondering why they fought for people like this

8%
thirtysomething viewers who enjoy adults and kids whining



18%
Beauticians betting among themselves whether Mary Hart's legs are hot-waxed or shaved

18%
Dentists betting among themselves whether Mary Hart's teeth are capped, bleached or bonded

29%
Not-too-particular viewers with a half-hour to kill between *Wheel of Fortune* and *Tic-Tac-Dough*

THE TYPICAL ENTERTAINMENT WEEKLY AUDIENCE



THE TYPICAL AMERICA'S MOST WANTED AUDIENCE

21%
Aspiring "re-enactors"

17%
Other fugitives keeping up on all their friends

14%
Already imprisoned criminals, scouting the "new blood"



12%
Alabama rednecks, baseball bats in hand, ready to "go out an' get 'em!"

6%
Over-ambitious school hall monitors

30%
Those convinced John Walsh is the most suspicious looking character on the show and want him arrested

13%
Bright 2-year-olds

37%
Slow 10-year-olds

26%
Really slow (and unemployed) 25-year-olds

THE TYPICAL MISTER TONIGHT AUDIENCE



SEARCH AUDIENCE



42%
Amateur comics hoping *Star Search* might make them a household name—like it did for Brad Garrett

7%
Folks who never get tired of Ed McMahon's horse-laugh

51%
Hill Street Blues and *St. Elsewhere* viewers now addicted to confusing ensemble cast shows

18%
Transcendental meditators who like the sound of "Victor Sifuentes" better than their own mantra



THE TYPICAL L.A. LAW AUDIENCE



5%
Friends and relatives of courtroom extras hired for that episode

24%
Benny "wanna-bes"

2%
Guys still hoping to find out what the "Venus Butterfly" is

MENT TONIGHT AUDIENCE



14%
Ex-evening news viewers fed up with the lack of "Cher's latest boyfriend" coverage on the networks

21%
Folks who think there's not enough Show-Biz hype on the other 23½ hours of the TV day

25%
People who just wanna boast they found their local FOX station on the UHF dial

31%
Unmarried people, gloating to themselves

4%
"Decency in TV" watchdogs furiously taking notes

2%
People who can't get enough constipation-humor

THE TYPICAL MARRIED... WITH CHILDREN AUDIENCE



9%
Tobacco industry lobbyists with the hots for Peg

2%
Wives of TV Evangelists, admiring Peg's hair

6%
Really dysfunctional families who think they're watching a documentary

21%
Husbands with wives more like Roseanne, who'd trade places with Al in a second

ROGERS AUDIENCE



19%
5-year-olds disgusted with "that pompous and superficial Bryant Gumbel" over on NBC

4%
President Bush's voice and gesture coaches

1%
Reagan-appointed judges and ambassadors

64%
Tom Bosley's fellow cast members from *Happy Days* and all its spin-offs

11%
Very disturbed and lonely guys with a "thing" for Tracy Nelson (and nuns!)

6%
Fans of the Inquisition who think the clergy never should have gotten out of "the law and order game"

THE TYPICAL FATHER DOWLING MYSTERIES AUDIENCE



5%
ABC Executives hoping this will "count" for something once they get "up there"

3%
TV Viewers who find most Private Eyes a little loose in the morals department

1%
Viewers who didn't get enough of Tom Bosley from those Glad Bag commercials

8%
Rabbi Detectives keeping tabs on the competition

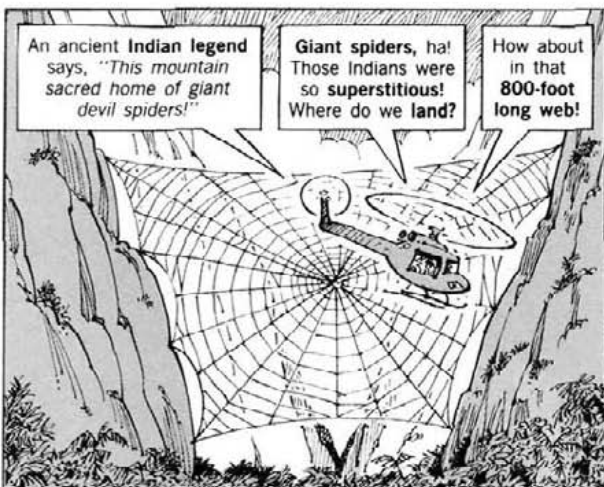
2%
Catholic murderers and kidnappers

ANOTHER CLOSE CRAWL DEPT.

Here we go with MAD's version of the latest movie from producer Steven Spielberg! You know Spielberg...He's the guy who gave us a fear of sharks in *Jaws* and a fear of snakes in *Raiders of the Lost Ark*! In this film, he's decided to give us a fear of spiders! Yessiree, when it comes to scaring audiences, Stevie sure has...

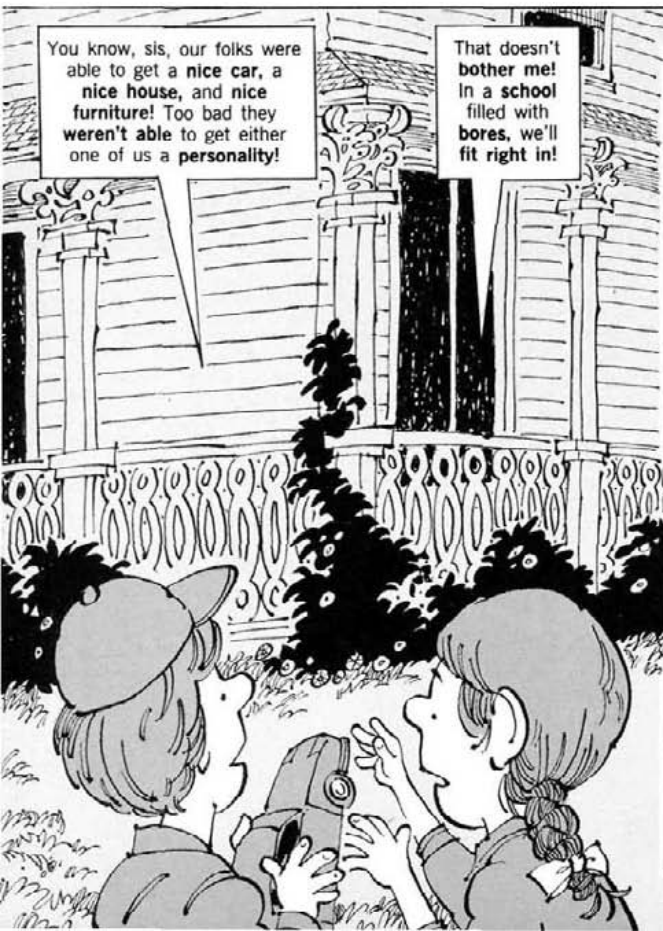
A·KNACK

ARTIST: PAUL COKER



FOR PHOBIAS

WRITER: DICK DEBARTOLO





Doc, thanks for coming to the gym to examine the boys, but I think maybe you're a little uptight! You examined 24 students and now we have 24 hernias to deal with! I'm no physician, but I think you've got to loosen your grip!

I don't want to talk about your medical skills, but the football player you said was in excellent health just died! It seems that everyone you examine dies!

Pay no attention, Doc! I think your work is terrific! Here, let me give you my card! I'm the owner of the Cannibal Coffin Company Unlimited!

Both the old Doc and his wife died after you examined them!

Me? I never examined either of them!

Oh, sure, right! You didn't examine them! Are you trying to say that there's another sadistic killer in this town?

I'm glad you're going to be working with me, Doctor Guilt! I told the sheriff we had to dig up the bodies of the football player and Mrs. Hollow to check for spider bites!

That's great! What did the sheriff say?

Nothing, but can you help me remove a few hundred parking tickets from my windshield so I can drive home?

You're the spider expert, Dr. Advil! Dr. Moss and the town of Cannibal, California, desperately need your help!

I'm sure all this spider stuff is just someone's vivid imagination, but I'll come! How do I get there?

Take route 33 to the giant spider webs! Then just follow the long line of blood-drained bodies in the road!

We're checking Mrs. Hollow's house for spiders...

There's a big spider in this box of cereal!

Nah, those are new Honey Frosted Webs! There's a free spider in every box!

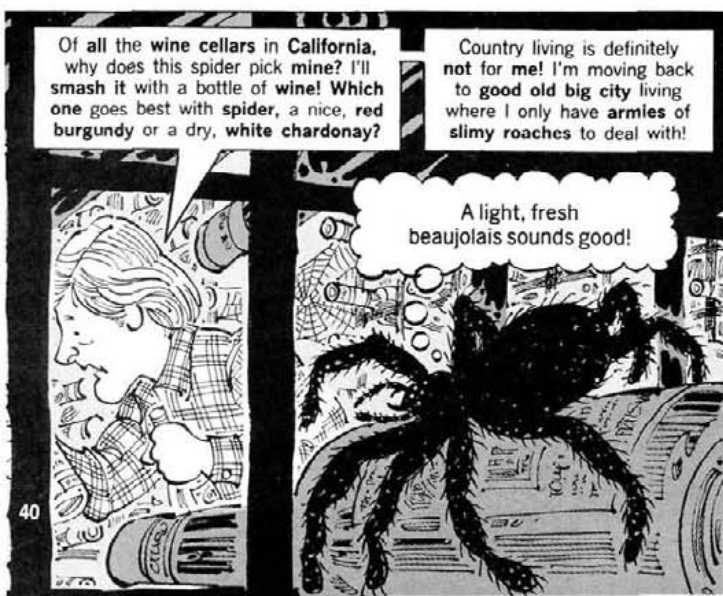
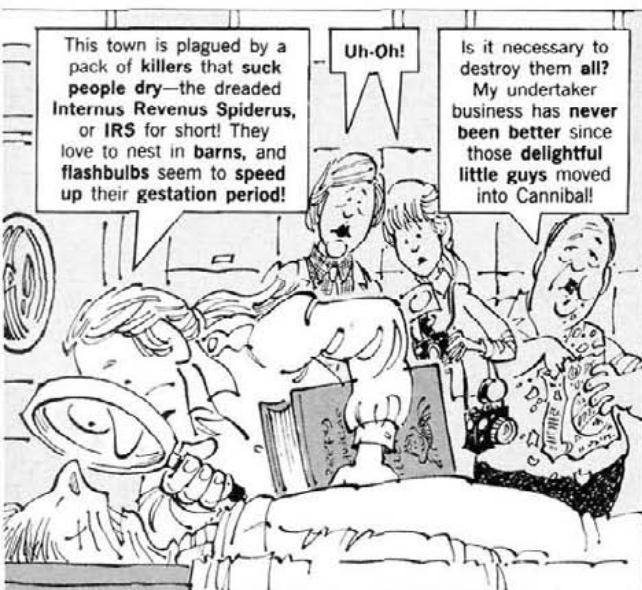
Whew! For a minute I thought we might be dealing with a "cereal" killer!

Dr. Advil, do you think there are other killer spiders?

Yes! There's always more than one! At least that's what the study shows!

The study of Arachnids?

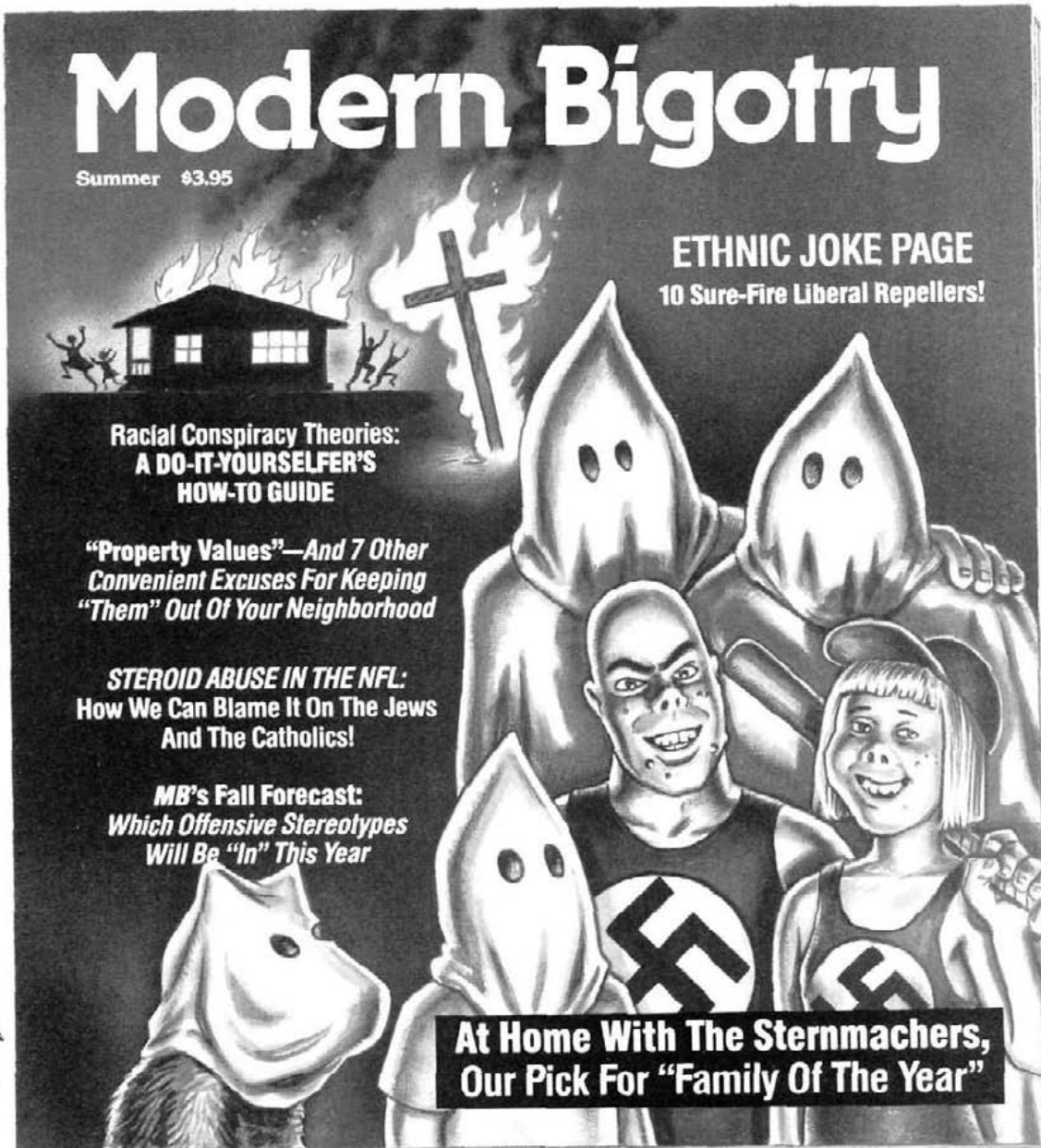
No, the study of scary movies! There are always huge numbers of killer whatever—flies, birds, or ants!



"Lifestyle" magazines are all the rage. There are magazines for everyone from astrologers to zoo keepers...from lesbian poets to right-wing mercenaries...from the physically-fit to the mentally-unfit (you're holding it in your hands!). But in the rush to cover every specialized group, some much more common—if annoying—lifestyles have been completely ignored! In fact, some budding Bill Gaines or Hugh Hefner is going to make millions if they ever come out with some of these...

New Lifestyle Magazines

FOR HUGE UNTAPPED AUDIENCES



Modern Bigotry

Summer \$3.95

ETHNIC JOKE PAGE
10 Sure-Fire Liberal Repellers!

Racial Conspiracy Theories:
A DO-IT-YOURSELF'S
HOW-TO GUIDE

"Property Values"—And 7 Other
Convenient Excuses For Keeping
"Them" Out Of Your Neighborhood

STEROID ABUSE IN THE NFL:
How We Can Blame It On The Jews
And The Catholics!

MB's Fall Forecast:
Which Offensive Stereotypes
Will Be "In" This Year

At Home With The Sternmachers,
Our Pick For "Family Of The Year"

WRITER: MIKE SNIDER

ARTIST: JOHN POUND

Stalking The Elusive Dan
Quayle Impression: Is An
Open-Mouth "Duh" Really Enough?

Fred Travalena's Bogart
Or Mich Little's Bogart:
Which Should You Rip Off?

AMATEUR IMPRESSIONIST

Feb. \$3.00



AMAZING TRUE STORY:
"I Did Eddie Murphy's Laugh
At A Party For 2 Hours
Straight—And Lived!"

New Product: Chin-Mounted
Spit Guard For Doing Daffy Duck
and Porky Pig In Crowds



Hot New Trend For Las Vegas:
Impersonating Specific Elvis Impersonators

Nov \$1.95

RUDE CLERK



Personal Phone Calls At Work:
How To Keep Your Duties From
Interfering With Them



Young Record & Video Store Clerks:
Setting New Standards Of Surliness
For Us All To Live Up To

RETURNS & EXCHANGES: Those
Special Occasions For Intimidating
Customer Abuse!

OPEN-MOUTHED GUM CHEWING:
It's Making A Comeback!



Breaking The "30 Customer Line" Barrier:
Otic Clerk On Cart Keeps 55 People Waiting
While Pining With Manager

POPULAR

GOLD DIGGING

The Gold-Digger's Double Play:
Picking Up Your Next Husband
At Your Last Husband's Funeral!

Hospital Intensive Care Units:
Often-Overlooked Places To Meet
Eligible Rich Old Men

Giving Nature A "Helping Hand":
10 Perfectly Legal High-Cholesterol
High-Fat, High-Sodium Recipes



This Month's True-Life Drama:
"I Married For Love!"

Don't You Make The Same Mistake!"

YOUR NEW STEPCHILDREN:

How
To Deal Them
Out Of The
Old Man's
Will!

April
\$10.00



June
99¢

BAD NEIGHBOR MONTHLY

25 Loud And Smelly Barnyard
Animals You Can Illegally
Raise At Home

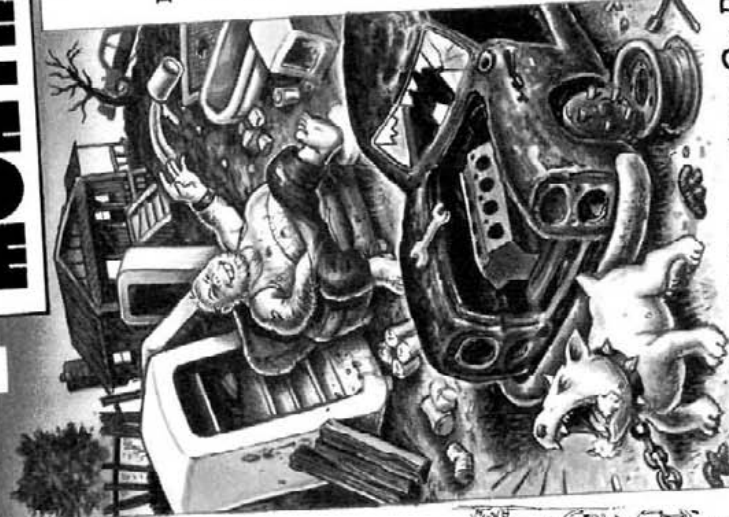
LATE-NIGHT STEREO PLAYING:
There's A Time To Crank It Up...
And A Time To Crank It WAY UP!

ENTERTAINING AT HOME: What
To Say When The Cops Arrive

101 Even MORE Trivial Things
You And Your Spouse Can Scream
About In The Middle Of The Night

An Upper-Floor
Apartment Dweller's
Guide To HIGH
Impact Aerobics

Selecting The Right Car Alarm—
Will It Go Off By Mistake
Often Enough?



Old Refrigerators Or Rusted-Out Cars:
Which Make The Best Lawn Ornaments?



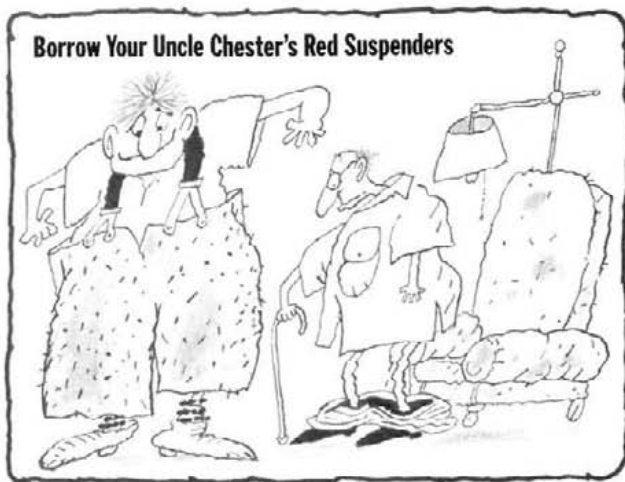


a MAD GUIDE on H

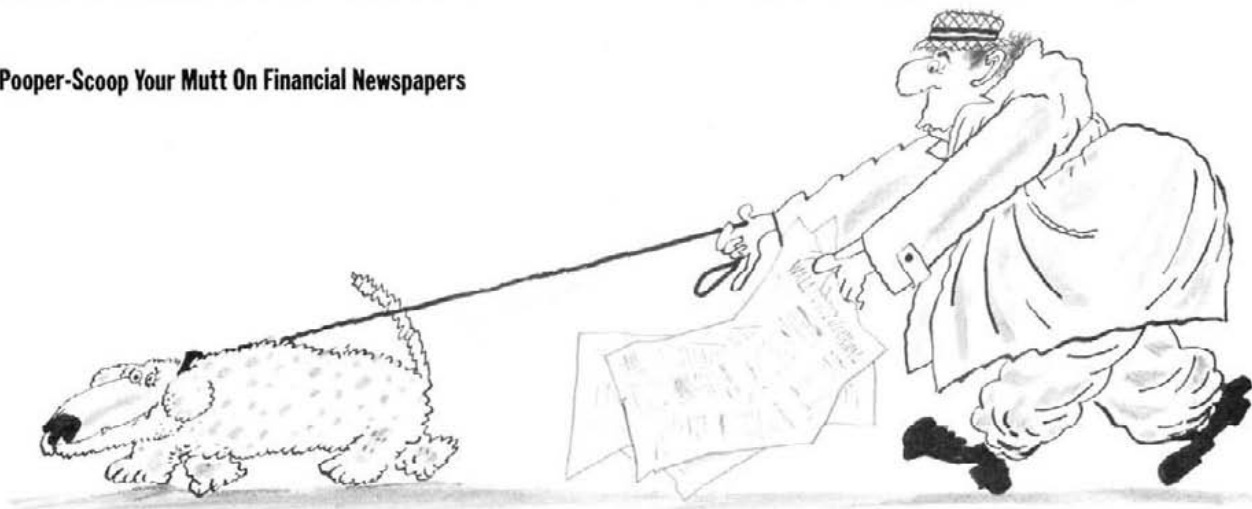
Affect A British Accent



Borrow Your Uncle Chester's Red Suspenders



Pooper-Scoop Your Mutt On Financial Newspapers



Refill And Drink From Imported Water Bottles



How To Look UPSCALE

without
the expense

ARTIST AND WRITER: PAUL PETER PORGES

Train Your Mother To Answer The Phone In A Professional Manner



Pretend You're Wearing An Electronic Paging Device

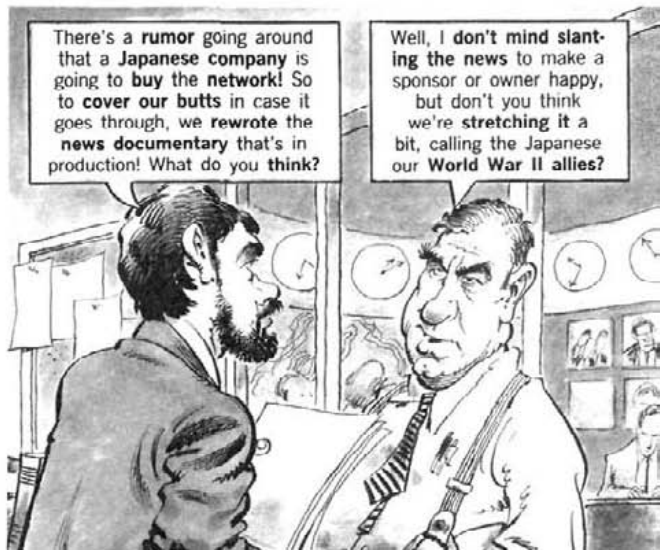
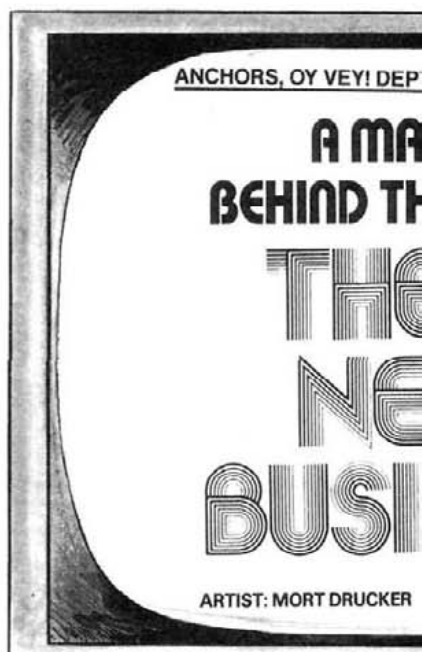


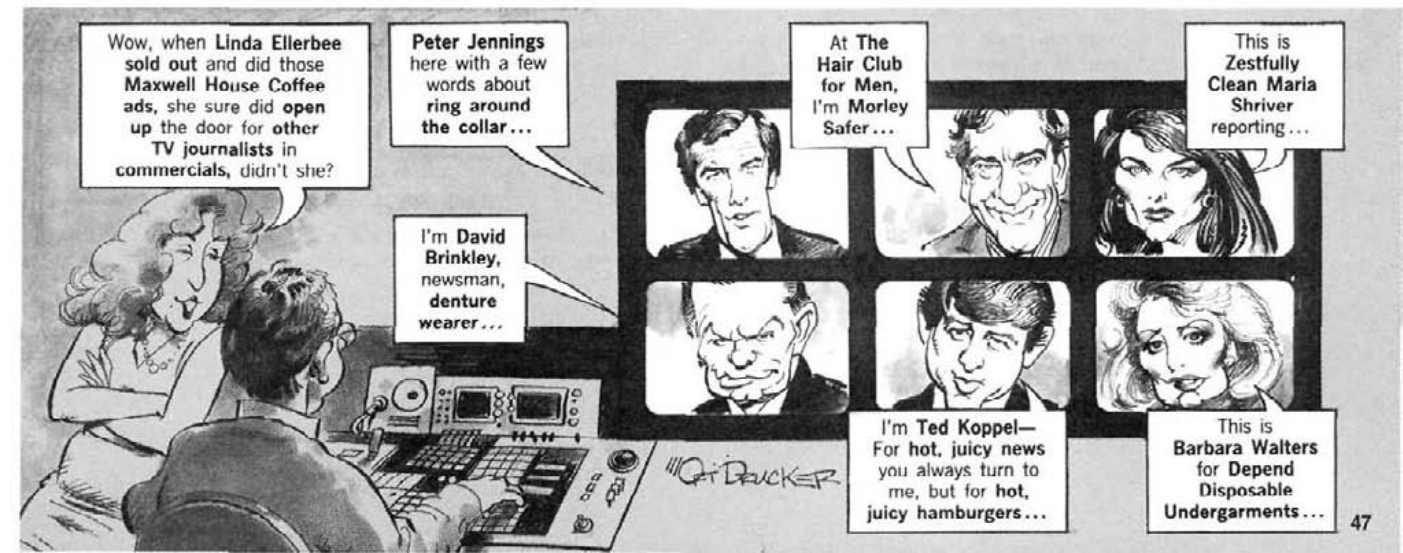
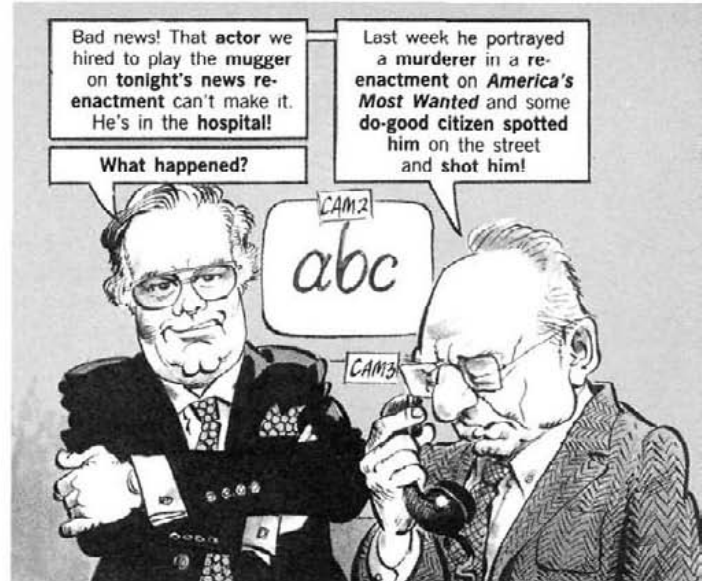
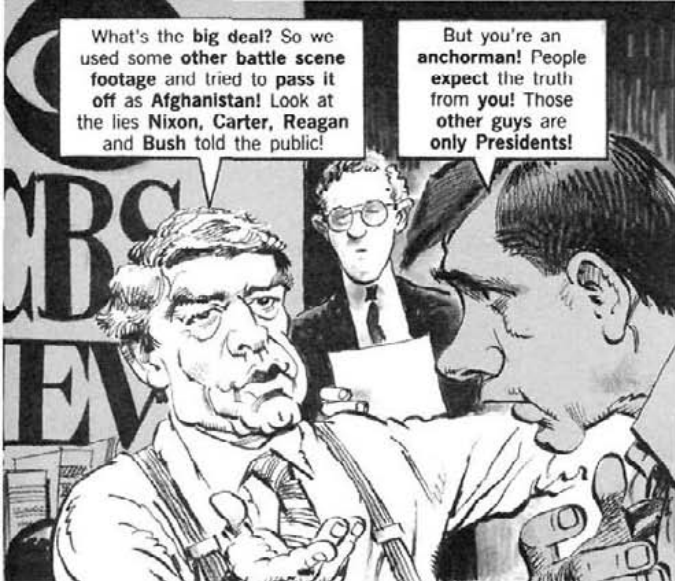
Hand Paint Your Own "Power Tie"



Use Foreign Words When Ordering Food



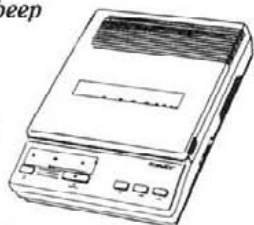
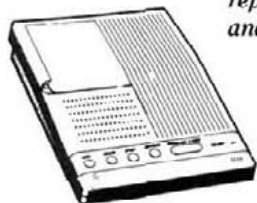




MAD MAGAZINE READER'S COMPETITION

ENTRIES JUDGED BY: JOE RAIOLA AND CHARLIE KADAU

Results of Competition #1, in which we asked you to create an appropriately titled outgoing phone message, one that people could leave on their answering machines to replace the dreadfully boring "I'm not in now, leave your name and number after the beep and I'll get back to you" style message.



FIRST PRIZE OF A RARE COPY OF MAD #275 WITH THE MISSING CAPTION, REPORTED TO BE WORTH OVER \$80,000 TO:

THE "JUST PLAIN SILLY" PHONE MESSAGE

"Hi, this is *(your name)*. At the moment I'm peach buffalo in squirming tub visiting hollow beverage. Trombone pleantry? Noodle lengthening putty service of rewinding magnitude. Scrumptious tongue mystery hat. Tomahawk, tomahawk. Aluminum monkeys festering. You'll have 30 seconds to leave a message after the beep. Please speak clearly. (BEEEEEEP)

Submitted by: Doug Feeble, Gump, WI



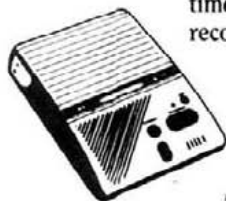
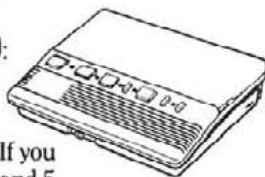
SECOND PRIZE OF AN ALFRED E. NEUMAN TABLECLOTH KIT TO:

THE "HIGH TECH" PHONE MESSAGE

(To be spoken in a mechanical-sounding voice)

"Hello, you've reached *(your phone #)*. To leave a message for *(your name)*, press 1 now. If you wish to be called back, press 2 now. If your message will be one minute or longer, press 3 and 5 now. If your message will be under one minute, press 4, 7 and 8 now. If your message is extremely important and you can't wait any longer to leave it, press 6 nine times and 9 six times now. If you've been stupid enough to press any buttons during this totally useless recording, leave your message now!" (BEEEEEEP)

Submitted by: Louise Gummy, Pemberton Pines, VT

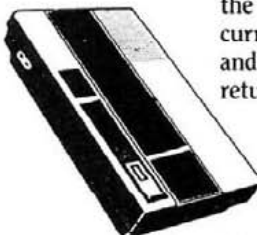


RUNNER-UP PRIZES OF A FIVE-MINUTE PHONE CALL FROM FRANK JACOBS TO:

THE "WHEN YOU DON'T WANT TO RETURN ANYONE'S CALL" PHONE MESSAGE

"Hi, this is *(your name)* and I'm not home now. After the beep, please leave your name, today's date, the time of your call, the phone number you can be reached at, the best times to call you, the temperature at the time of your call, your Social Security number, your feelings on the current trade deficit, your inseam measurement, your favorite film directed by Alan Parker, and your message. People failing to leave all of this information will not have their calls returned. You have 30 seconds." (BEEEEEEP)

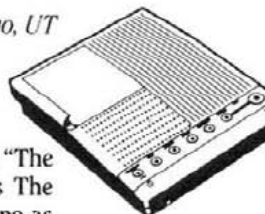
Submitted by: Frederick Battering Ram-Simpson, Provo, UT



THE "EVERYBODY WANTS TO BE A MOVIE STAR" PHONE MESSAGE

"Hello, you've reached the *(your name)* Multiplex Theatre. Now showing in cinema one, "The Phone Message," an offbeat and disturbing adventure starring *(your name again)* as The Person Who's Never Home, with Sally Struthers as The Answering Machine, Joe Piscopo as The Dial Tone and introducing YOU as The Irate Phone Caller!" (BEEEEEEP)

Submitted by: Lee Cheechee Lee, Jr., Skankville, NY



And as in all our competitions, everyone who entered before the Nov. 15th, 1990 deadline receives a free one-year subscription to MAD. Be sure to enter next time!

**WHAT OMINOUS
DEATH-DEALING
DEVICE CONTINUES
TO THREATEN
FUTURE
GENERATIONS?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

**To find out what one apparatus is still
a threat to millions of people all over
the world, simply fold in page as shown.**



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



CIVILIZED PEOPLE CONSIDER HARMFUL DEVICES VULGAR AND WANT ALL OF THEM BANNED. MANUFACTURERS GET VERY ANGRY ABOUT THIS. BUT INVESTIGATORS ARE FINDING MACABRE EVIDENCE OF DANGEROUS DEVICES DESPITE WHINES AND DENIALS FROM THESE GREEDY BUSINESSMEN.

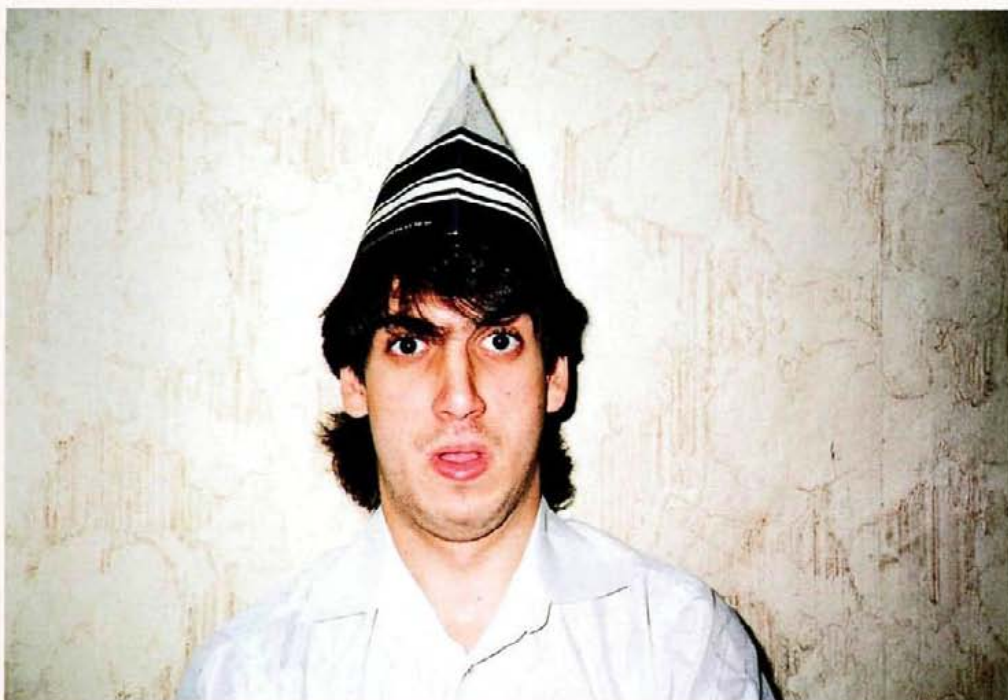
A ►

◀ B

WE'RE PROUD!

OUR

EMPLOYEE OF THE MONTH



Andrew S. Bencivenga

Accomplishments

- ☺ Wiped out 768 flies with hamburger spatula in one afternoon.
- ☺ Pioneered method of keeping restrooms clean by keeping them locked during business hours.
- ☺ His multi-lingual ability enables him to curse out customers in three different languages.
- ☺ Only employee who usually washes hands before leaving restroom.
- ☺ Is kind to kitchen rats.